

# Ghost Asset Audit Worksheet

This worksheet is designed to help you identify "Ghost Assets"—the underutilized or idle resources, physical and digital, that you are currently paying for but not fully monetizing. In a network-based business model, one business's liability (e.g., empty space, idle time) is another business's opportunity.

Use this sheet as a brainstorming tool to transform operational deadweight into a valuable community resource that can lower your expenses and increase your business's "Felt Safety" (Brand Trust) within the local community.

Name:
Business:
Industry:

## I. Your Ghost Asset Audit: Brainstorming

List your top 3-5 potential "Ghost Assets" that you will focus on turning into network value.

Ghost Asset/ Complementary Product	Potential Partner/Industry	Idea for Collaboration
1.		
2.		
3.		
4.		
5.		
6.		

## II. Understanding the Ghost Asset

A "Ghost Asset" is a resource that is already factored into your overhead costs but is only operating at a fraction of its capacity. Monetizing these assets can directly offset rising operating costs and build a bridge with another business.

Category	The "Ghost Asset" (What do you have?)	The "Drain" (What is it costing you to leave idle?)	The "Bridge" (Who could use this right now?)
<b>Physical Space</b>	e.g., A patio closed on Mondays; storage basement.	Rent/CAM fees paid regardless of use.	A pop-up chef; a neighboring biz needing overflow inventory space.
<b>Digital Reach</b>	e.g., An email list of 2k locals; 5k IG followers; specialized software.	Lost "top of mind" awareness; unused subscription cost.	A complementary brand for a joint giveaway; a non-competitive partner for an email swap (within legal terms).
<b>Equipment</b>	e.g., A high-end espresso machine; a delivery van; specialized tools.	Depreciation and maintenance; insurance cost.	A mobile caterer; a non-profit needing transport; another business that needs the equipment on your off-days.
<b>Complementary Products</b>	e.g., Your product enhances another's (wine & cheese; yoga & sauna).	Missed cross-selling and referral opportunities.	A business whose product/service naturally pairs with yours to create a joint offering.